

THE CREATIVE ECONOMY FUND:

A Support Program to Build Mesa's Creative, Engaged Community

Current Support to Mesa Organizations (not City-owned)

Dept. of Arts & Culture provides \$15,000 of in-kind support to the MAC Founding Resident Companies (FRC's)

\$15,000 currently allocated is divided among FRC's based on percentage of total rental use of MAC facilities

Support is provided in the form of rent reduction or marketing assistance



Goals

Enable organizations who do not currently use the MAC's theaters, lecture hall, studios or Shadow Walk to apply for reduced rental fee

Encourage cultural organizations to increase their engagement/education activities and develop new audiences

Incentivize longer-term relationship building where possible, rather than one-time use of the facility

Bring new programs and activities to the Mesa community

Generate new earned revenue as we provide a subsidized rental fee

Proposal

Creative Economy Fund to provide in-kind support, in the form of rent reduction, to both new MAC rental users and the FRC's

Competitive process administered by MAC staff with input from Museum and Cultural Advisory Board



Proposal

Fund of \$25,000 of in-kind rental credit for use of theaters, studios or public spaces at the MAC

Split between FRC's and current non-users/current rental users who are not FRC's

Split amount for distribution: \$10,000 for the FRC's and \$15,000 for others



Criteria

For new rental users:

Must be non-profit cultural organizations or non-profits presenting programs that incorporate arts/culture

Extra points for

Multi-use or multi-day project/presentation

Incorporating education or community engagement



Criteria

For current rental users (both FRC's and others, e.g. Salt River Brass, MLK Committee):

Must expand an existing program or add program to

Deepen the audience's educational experience;

Increase active participation or engagement of audiences;
or

Develop new audiences

Next Steps

Detailed criteria, guidelines and rating tools will be developed

Proposed timeline:

June: guidelines and materials produced

July: program announcement

August: proposal deadline

September: panel review

Sept/Oct: announcement of awards

